

# 20<sup>th</sup> Annual Michigan Traffic Safety Summit

March 24-26, 2015

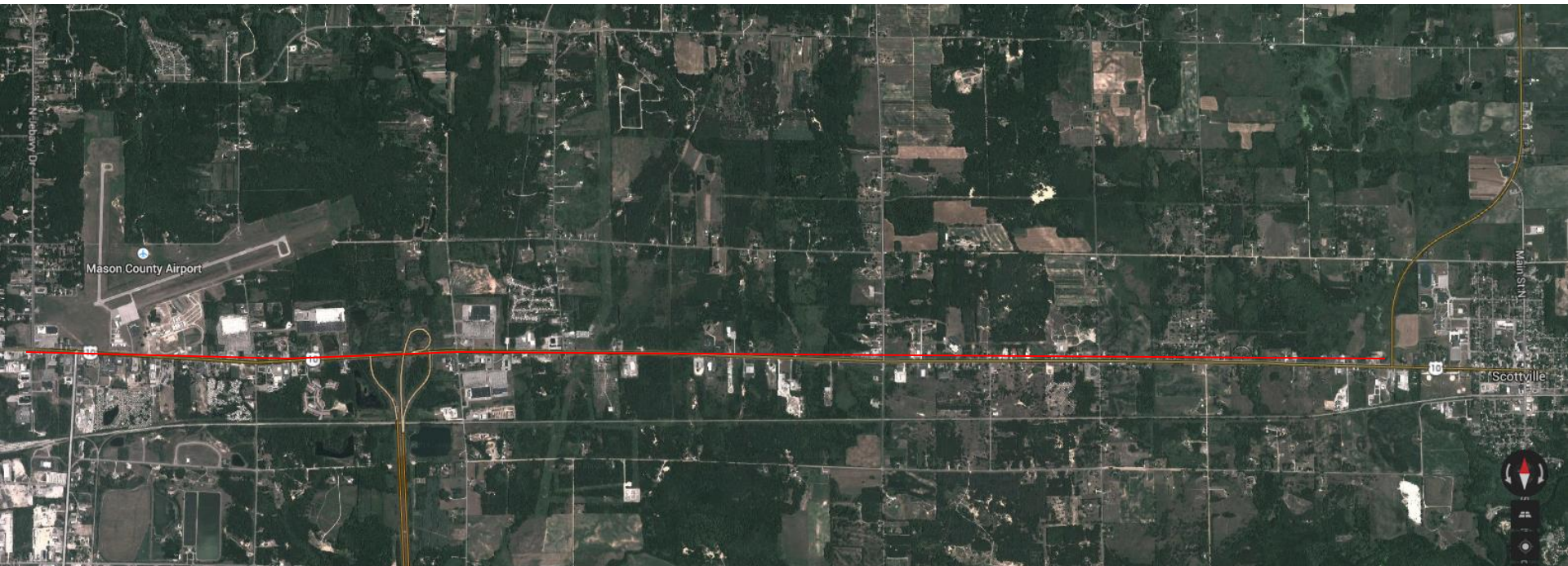
Lansing, Michigan

Kim C. Cole  
Sheriff, Mason County





# 7 Miles of US10



# What do we know about the crashes?

## Between 01/01/2005-12/31/2014:

- 41 Fatal crashes (7/8 on US10)

### DECEASED:

- 65 Y.O., driver, at fault
- 85 Y.O., passenger & 69 Y.O. driver, at fault
- 80 Y.O., driver, victim
- 14 Y.O., ped., victim
- 88 Y.O., driver, at fault
- 83 Y.O., driver, at fault
- 67 Y.O., driver, at fault





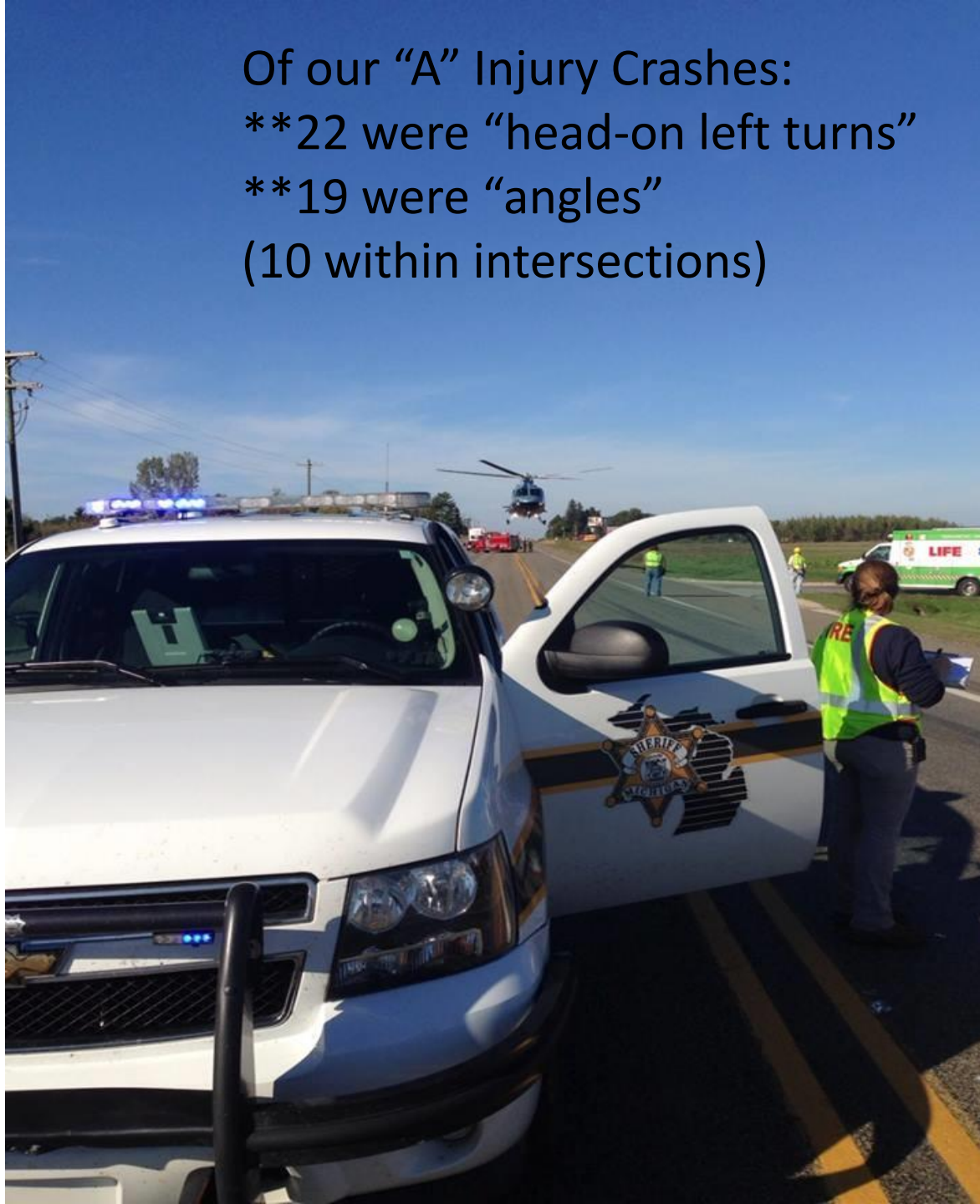
## “A” Injury crashes during same period

- **64 crashes injuring 87 people:**

- ✓ 2005—9/10
- ✓ 2006—3/3
- ✓ 2007—7/14
- ✓ 2008—14/23
- ✓ 2009—6/8
- ✓ 2010—3/6
- ✓ 2011—7/8
- ✓ 2012—7/10
- ✓ 2013—5/2 (3K's)



Of our “A” Injury Crashes:  
\*\*22 were “head-on left turns”  
\*\*19 were “angles”  
(10 within intersections)



# IDENTIFYING THE PROBLEM

- Fatalities were overwhelming those over 65 years-old
- 5 of 6 were “at fault” drivers
- All were at traffic controlled intersections (signs/signals)

## Finding “causation”...

- Perception/Reaction
- A mixture of skill levels
- A mixture of speeds
- Unfamiliarity/Uncertainty with conditions (getting “stuck” out in the intersection)

# Crash Reduction Requires...

- **3 Things:**
- Enforcement
- Engineering
- Education (Marketing)



# Enforcement



# Law Enforcement Agencies

- MSP
  - ✓ Logistics
  - ✓ Enforcement
- LPD
  - ✓ Enforcement



# Agencies...

- Mason County SO
  - ✓ Data Collection
  - ✓ Enforcement
  - ✓ Data Distribution





# Engineering



MDOT installed left turn lights  
Signage encouraging use of signals

# Education



MCSO Facebook = 3,200 followers

\*Posting of “enforcement zone” times



# Education thru PSA's





# Working With Seniors



## Gradual over time

- ✓ TRIAD Picnic
- ✓ K-9 Demonstrations
- ✓ Meet/Greet with staff
- ✓ Numerous visits to Centers
- ✓ Luncheons at Centers
- ✓ Winter Driving Tips
- ✓ Senior Living Tips
- ✓ Living Alone

*All Adds Up To **TRUST***

# Once Trust is Established...

- Encourage Public Transportation
- Drive Around High Traffic Times
- Show The Facts

# Results

64 crashes injuring 87 people:

2005—9/10

2006—3/3

2007—7/14

2008—14/23

2009—6/8

2010—3/6

2011—7/8

2012—7/10

2013—5/2 (3K's)

2014—2/3 (0 K's)

✓ 1 of 2 was OWI/2 Injuries



How I feel when cops  
Are driving behind me



QUESTIONS???

